



R. J. O'Rourke
Regional Operations Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-3765
Fax: 908-417-9076

December 1, 1995

To: All Representatives working in the State of New Jersey
Subject: Proposal to raise Cigarette Taxes in New Jersey

Dear Ladies and Gentleman:

As you are aware, our Governor, Christine Whitman, has let it known that she is considering raising the Cigarette Tax in New Jersey by an additional 15¢ to 25¢ per pack. What is important to understand is that no legislation has been proposed yet. She is just putting out "feelers," to see what the response will be. After all, she was elected on the platform to cut taxes, not raise them.

What we need to do is let her know just how we feel NOW. During the next two weeks, as many calls as possible need to be phoned to the Governor, President of the Senate and the Speaker of the General Assembly. Enclosed with this mailing are flyers you should give to your retailers during normal coverage. Ask them to make phone calls rejecting the governors plan to raise taxes. After all, it will greatly affect their business.

In addition, your retailers should ask for a one-on one meeting with their legislators to discuss the adverse affects of a tax increase on their business.

Lets get out the word and stop this tax increase.

Sincerely,

A handwritten signature in black ink, appearing to read "Rory".

Rory O'Rourke

CC: Mark Young
Lori O'Connor
Mike McHugh
Greg Mitchell
John Klein

51847 3886